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Online marketing and advertising research

Yudhistira, Titah

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STELLINGEN

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Online Marketing and Advertising Research: Traditional Theories Revisited

van Titah Yudhistira

1. Despite the distinct features of its medium, banner advertising works similarly to traditional media advertising. (Chapter 3)
2. Though it is becoming less and less attended, banner advertising still has significant and positive effect on consumer memory. (Chapter 2)
3. Effects of banner exposures on brand memory are fully mediated by banner memory. (Chapter 2)
4. For banner advertising, massed banner scheduling is less effective than continuous banner scheduling strategy. (Chapter 2)
5. To increase effectiveness, banner advertising should rely more on memorable brand related pictorials rather than just lovable picture. (Chapter 2 and 3)
6. The simple online polls have the potential to serve as market research instruments on a specific and well targeted population. (Chapter 4)
7. Differences in outcomes between online polls and traditional surveys come mostly from sample effects and not from the survey mode. (Chapter 4)
8. Many advertisers are yet to be assured that online advertising can have an impact on branding, to positively shift attitudes and perceptions. To convince them, you need proof. (Christina Goodman)
9. To venture causes anxiety, but not to venture is to lose one's self. (Soren Kierkegaard)
10. To finish your PhD training, you must have these three: stamina, determination, and supervisors who know your potency and limits and always nourish you with support.
11. A grey, windy, wet, and cold day can be a beauty one will miss so much.